



State Library

UPdate

SUMMER READING 2009

During the summer of 2008 over 135,000 children and young adults registered to participate in North Carolina's statewide Summer Reading program. In addition 319,697 children attended related programs at one of the 73 libraries. Soon after finishing one season, library staff began planning for the next. The goal for participation in the 2009 summer reading program for North Carolina's public libraries is 200,000.

Many youth services staff members and their libraries are now working with the 2009 themes of *Be Creative @ your library* (children) and *Express Yourself* (young adults). To give library staff opportunities to share ideas on program delivery and design, the State Library and the 2009 Summer Reading committees host workshops in early spring. To make the workshops more accessible to as many youth services staff as possible, a fourth region has been added to the three already in place.

Summer Reading Program workshops are scheduled in Rocky Mount (Northeastern region) on Friday, March 6; Fayetteville (Eastern) on Friday, March 13; Salisbury (Central) on Tuesday, March 10; and Waynesville (Western) on Monday March 2, 2009. For more information contact Lori Special, Youth Services Coordinator, lori.special@ncdcr.gov.



Steve Case was recently promoted to Access Services and Reference Librarian in the Information Services Branch of the Government and Heritage Library (State Library). He is now in charge of circulation, ILL, and clerical activities.

Carl Keehn was recently appointed Regional Librarian of the Library for the Blind & Physically Handicapped. Carl was previously the Assistant Regional Librarian and brings many years of experience to the library in his new role.

Francine Martin retired from the Library for the Blind & Physically Handicapped after 20 years of service. Francine served as Collections Librarian, Public Services Librarian and Regional Librarian.

Laura Martinez was recently hired as the administrative assistant for Library Development. Laura has both administrative and customer service experience.

Gina Powell has joined the Library for the Blind & Physically Handicapped as the Outreach & Volunteer Services Librarian.

Catherine Rubin has been hired as the Assistant Regional Librarian for the Library for the Blind & Physically Handicapped. Catherine most recently worked at the Maryland Library for the Blind and Physically Handicapped.

Mitzi Townes is the new Collections Librarian in the Collections Management Branch. She will be involved in collection assessment, collection policy development, and management and preservation of old and new print materials in the collection.





Branford Marsalis, world-renowned saxophonist and state spokesperson for the Smartest Card Campaign shares his message.



Branford Marsalis state spokesperson for the Smartest Card Campaign

As spokesperson for September's statewide library card sign up campaign, world-renowned saxophonist and North Carolina resident, Branford Marsalis encouraged North Carolinians to "*Be informed. Be curious. Be smart. Go where the information is, your local library.*"

To kick-off the campaign Marsalis spoke to adults and teens at a news conference on Tuesday, September 2, at the North Regional Library of the Durham County Library. "When I was a kid, there was no such thing as the Internet. And we only had three channels on television," he said. "So any time we would do a term paper, there was really no access to books other than the library." Visiting public libraries is a habit Marsalis developed early, and when he moved to Durham one of the first things he did was get his library card.

Over 50 public library systems from across the state participated in the campaign, hosting events and offering special incentives throughout the month to encourage residents to visit their public library and get a library card. New Hanover County Library and BHM Regional Library both hosted essay contests encouraging individuals to put into words the importance of their library card. A patron from the Martin Memorial Library, BHM Regional Library System, shared a heartwarming story about growing up in libraries and closed her narrative with these comments

"Today, I brandish my magic card at Martin Memorial Library in Williamston. I can find information on any obscure subject, learn to quilt, embark on vicarious adventures, check out audio books, read magazines and use the computer. The librarians are always ready to listen and help. I meet other readers in "Let's Talk About It" book discussions and envy the preschoolers who go to Story Time. I believe my library card is the most valuable thing in my wallet because it has nourished my life and gives me access to humanity's greatest treasures." Martin Memorial Library Patron, BHM Regional Library system

For the campaign Wayne and Vance County Libraries designed posters showcasing their loyal library patrons. The displays were eye catching, and the individual quotes illustrated the importance of the library to the community of readers. Randolph County Library hosted a myriad of events and tied their smartest card campaign to their Randolph Reads program. Davidson County Public Library hosted a live radio broadcast from a local restaurant and talked with diners about how they use the library. The American Library Association showcased North Carolina's campaign by including the Branford podcast in their Fall electronic newsletter and featuring the Branford poster on their website. During September North Carolina libraries made sure that North Carolina communities heard about the Smartest Card!

For more information about North Carolina's Smartest Card Campaign check out the Marketing Toolkit Blog.

<http://statelibrary.dcr.state.nc.us/Id/NCLibraryToolKit.pdf>

Spring 2009 Online Workshops – provided through the 2009 Gates Initiative

Advocacy: Community
Advocacy: Public Officials
Advocacy: What is it?
Advocacy: The Media

Demonstrating Value: Evaluating Library Services
Library as Place
Promoting Library Services using Blogs and RSS
Trends in Technology

All NC LIVE libraries are eligible to participate. Registration details will be available January 2009.

Library Cooperation Summit

Forty-three of the seventy-seven public library systems in North Carolina were represented at the Library Cooperation Summit held August 27, 2008 in Boone, NC.

At the summit the participants were asked to rank what type of cooperative projects would have the most positive impact on their library patrons. The top five projects were

1. affordable and accessible bandwidth available across the entire state,
2. support of a statewide borrowing and delivery system,
3. an Open Source ILS for all public libraries,
4. a Netflix model for statewide borrowing and delivery system,
5. and full membership for all libraries in OCLC.

The next step in this Library Cooperation conversation is to begin planning for a project that will address one or more of these top five issues.

Affordable and accessible bandwidth is becoming a top priority for libraries all over the country. Technology is becoming increasingly dependent on high speed, reliable bandwidth. In many areas of North Carolina, high speed, reliable bandwidth is not available. The Gates Foundation has recently launched a nationwide effort to collect detailed information about Internet connections in all public libraries in the United States. This effort, the Broadband Assessment Project, will help the foundation and its partners raise awareness of the need for high-quality Internet in public libraries and address how to meet this need. A survey will be conducted in North Carolina in late November and early December. The results of this data will help the State Library begin to look at and plan for solutions.



Another priority that surfaced in more than one of the listed projects was the need for a statewide virtual catalog to facilitate reciprocal borrowing, statewide delivery, and resource sharing. There were many ideas of ways to accomplish this from an open source ILS for all public libraries, to the World Cat Local model. The State Library will develop a task force to begin working on a statewide resource sharing plan to give North Carolinians “what they want, when and where they want it” and grow it into a reality.

The following is a list of the other cooperative projects discussed during the summit in no particular order.

- Cooperative staff development for Information Technology staff and a network for sharing of IT staff (A list serve is being developed for IT professionals and librarians in North Carolina)
- State funding for professional positions
- A current union catalog of all holdings
- Negotiated pricing for major vendors
- More resources available through NC LIVE
- A methodology to find out what patrons want
- Support for dialogue about removing local barriers
- One stop search – a statewide catalog with databases
- Training that is accessible, ongoing, and ahead of the curve
- Assistance with marketing
- A ROI study (Return on Investment)

The State Library will be closed December 24-27, 2008
and January 1, 2009 for the holidays.
<http://statelibrary.dcr.state.nc.us/>



New Digital Collection Showcases North Carolina Public Libraries

For over 100 years, public libraries have made a profound positive impact on the communities and people of North Carolina. The State Library's newest digital collection celebrates this in *Transforming the Tar Heel State: the Legacy of Public Libraries in North Carolina*. This exciting new collection showcases nearly 800 historic items related to public libraries including photographs, reports, postcards, posters and much more. Users can view the collection at <http://statelibrary.dcr.state.nc.us/dimp/digital/publiclibraries>, where they can browse items by county, format, date or topic, and keyword search on any word/phrase of their choosing because the text of all documents are fully searchable. The website also contains a fascinating short history of North Carolina's public libraries.

The core of the digital collection was digitized from the State Library's *Public Library History Files* which were maintained by the North Carolina Library Commission through the first half of the 20th century. To enrich these holdings, the State Library put out a call to all Tar Heel public libraries, asking for digitized photographs that reflected the history of their library. More than forty institutions (including the North Carolina State Archives) responded, submitting photographs and historical facts that have been incorporated into the project.



Children line up beside the Albemarle Regional Library bookmobile in Northampton County.

Transforming the Tar Heel State enables users to learn about the impact of public libraries on communities – especially rural and underserved – throughout North Carolina in the first half of the 20th century. Federal programs, such as the Works Progress Administration, which funded library buildings, bookmobiles, and other outreach and reading programs, and the Carnegie Endowment, which funded the building of nine libraries around the state, helped bring free library resources, literacy, and social improvement to North Carolina, even before many towns had paved roads. This collection provides users a unique perspective on North Carolina society, the potential for change through state-wide literacy programs, and historical information about library services, including lending information, reading programs for children, and resource materials for adults on domestic, agricultural, and business topics. As one speaker said to a gathering of Delta

Sigma Theta in 1945, "Some boy or some girl may add to world knowledge, because books are at hand. Books in the home mean enriched family life; they present new ideas and offer topics for discussion." The State Library sincerely hopes this collection will offer a new perspective on libraries in North Carolina and stimulate discussion on their continued significance to our communities.

Friends of the North Carolina Public Libraries

Sally Reed, Executive Director of Friends of Libraries USA and Acting Executive Director of ALA's Association for Library Trustees, Advocates, Friends and Foundations, was the featured speaker at the Friends of North Carolina Public Libraries (FONCPL) annual recognition luncheon, November 8. Held at the Davie County Public Library in Mocksville, the meeting also included the presentation of FONCPL's annual awards: the Frances B. Reid Award for Outstanding Friends Groups and the Volunteers-of-the-Year Awards. Ms. Reed stressed to the attendees that "tough times are ahead" for libraries in uncertain economic times, and she suggested that library advocates focus on "why it matters," on what would happen to a community if library services were reduced or cut. She reminded listeners that libraries are "more important in hard times than good times" and that no libraries were closed during the Depression. She also observed that the average volunteer age has risen in the past 10 years from 35 to 42. Reed sees baby boomers as the best resource for recruiting future volunteers, and she encouraged Friends groups to be first in line to identify empty-nesters and retirees. (continued)

Friends' Awards (Friends of the NC Public Libraries, continued)

Given each year to outstanding Friends groups in North Carolina, the Frances B. Reid first place award winners for 2008 were the Friends of Braswell Memorial Library and the Friends of Caldwell County Public Libraries. Each of these groups received \$100 for their Friends group. Friends groups receiving honorable mention certificates were Friends of Reynolda Manor Library (Forsyth County), Friends of Rowan County Library, Friends of Davie County Library, and Friends of Lewisville Branch Library (Forsyth County).

The **Friends of Braswell Memorial Library** reorganized and re-chartered this year. They started a membership campaign with a new brochure, banners, book marks and membership cards for children and adults. Six hundred children became Rocky Readers along with 350 adult and business members. They won the North Carolina Library Association 2007 best-in-show award for Fundraising Materials. Their big fundraiser was a Champagne and Chocolate Gala with live jazz and great food, resulting in \$15,000 for the library's Homework Center project for sixth through twelfth grades.

The **Caldwell County Friends** focused on raising money for the library children's area by holding "A Novel Event." Friends wrote to authors, asking for autographed copies of their works to be donated for the sale. Over 400 books were received and were sold in a silent auction, bringing in \$6,000. They also were awarded two grants for the children's area.

The **Volunteers of the Year** awards are presented to a member of a Friends group from each of the five FONCPL designated areas of the state. Members are nominated locally and the FONCPL Volunteer Awards Committee selects the winners, each of whom receives \$100 for their Friends of the Library group. The 2008 winners are:

Dr. John Whiting, past president of the Southport/Oak Island Library Friends for being a role model of leadership and volunteerism, for his many presentations during their Literature and Film Series, and for leading discussions during their One Book One Community event. "The Bookworms" **Margie Pfaff**, **Virginia Powell**, and **Jean Seaman**, Friends of the Chapel Hill Library, for their 38 years of working the book sales 52 weeks of the year with sales jumping from \$500 in 1970 to \$50,000 in 2007-08. **Mary Ann Crane** of Hickory Public Library Friends, recognized for encouraging others to volunteer by making them feel necessary and useful and for packing and sending used books to Katrina-damaged Mississippi libraries. **Lynda Campbell** of the Caldwell County Friends for representing Friends in community efforts and soliciting over 150 authors for autographed books and for applying for and receiving two large grants for the library's children's area. A special **Lifetime Achievement Award** was given to **Fran Burding** of Rowan County Friends for her many contributions and long years of service to Friends and the library. She was a past recipient of the prestigious North Carolina Public Library Directors' Association Library Friend of the Year award. Fran has the respect and admiration of all who have served with her.

NC ECHO has a new look!

Check us out online www.ncecho.org

Also note that email addresses have changed.

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